Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Media Construction of Global Warming: What is Causing Global Warming?

The video clip you are about to watch is an advertisement created in 2006 by the Competitive Enterprise Institute. It aired in 14 U.S. cities from May 18 to May 28, 2006.

***CO2 : They Call it Pollution, We Call It Life***

The Competitive Enterprise Institute

1 min commercial

(2006)

1. What are the messages about CO2 communicated in this commercial?
2. What techniques does the commercial use to communicate those messages?
3. Does the commercial ever mention global warming? Does it take a position on global warming?
4. Who produced this message and for what purpose?
5. What information about CO2 is left out of this commercial that is important to know?